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CAMPAIGNS REPORT NO. 6

May 20, 1943

RATIONING AND PRICE CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
Series of skeleton scripts (or script outlines) for field use on local radio shows. Subject to be farmer's part in rationing, price control, meat grading, anti-black market campaign, etc.	Heinen, AAA	Being planned
<u>Consumer Time</u> "Mayon Hoes" (Ceilings and Standards)	FDA Ashman	Scheduled for broadcast May 22
"Ration for Babies"	FDA, Ashman	Scheduled for broadcast May 29
<u>Radio Round-Up on Food</u> "War Ration Book 3 - what it looks like and what it's for"	FDA Cohan	Wired to field May 19
"New Sugar Rules for Home Canning"	FDA Cohan	Wired to field May 19
Fifty ration spots to go on the air while War Ration Book III is being distributed. To be sent out through OWI to all radio stations.	OPA	In preparation
<u>Homemakers' Chats</u> "Point-Free Meats"	OI, Douglass	In preparation
<u>PUBLICATIONS</u>		
<u>Farmer Instruction Leaflet</u> Publication telling the farmer in simplest language what is expected of him under various orders issued by USDA and OPA (rationing, price control, meat grading, slaughter permit system, etc.)	OPA and USDA	Basic material being gathered in Extension Service, AAA and FDA.
Campaign handbook on special campaign to prevent misuse of all food ration stamps.	OPA	In clearance
Leaflet - Sugar for Home Canning	OPA	Being written
Sugar for Home-Canning: Graphic for distribution through OWI in mat form to rural press.	OPA	Being drawn
Market Basket: "Canning Fruit on Your Sugar Ration"	ERN & ME Davis	Being processed by OWI for women's pages of newspapers

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CURRENT SERIAL RECORD

MAY 27 1944

U. S. DEPARTMENT OF AGRICULTURE

Subject	Assigned	Status
<u>99 Ways to Share the Meat</u> Reprint of the leaflet originally published for the voluntary share-the-meat campaign. Revision to bring it up to date under point rationing prepared and submitted for printing.	BRN & RE	Submitted for printing April 11
<u>Eats in Wartime Meals</u> Popular publication similar to "99 Ways to Share the Meat." Contains statement on place of fat in the diet. Suggests thrifty use of fats in table and in cooking.	BRN & RE	In press
Campaign handbook covering all rationed foods.	OPA	Due for clearance week of May 10
"War Rations for Americans" - 16-page picture book explaining rationing.	OPA	In preparation - tentative release date June 15.
Simplified Table of Point Values for Blue-Stamp Rationing.	OPA	In preparation
Campaign handbook on gasoline and fuel oil conservation. Section on farm use.	OPA	In preparation
<u>Rationing Facts</u> A compilation of data on all rationing programs from their inception to May, 1943. Includes information on the number of stamps in circulation in each program, the numbers of cars, tires, pounds of sugar, etc., that have been rationed.	OPA	In preparation
Catalog of rationing information -- "What is Rationed and How to Get it"	OPA	Turned over to OWI
"Meat" (publication)	OPA	In press
Pamphlet "Pennies and Points"	OPA	Work started on layout
Stuffer to accompany War Ration Book III urging strict compliance with rationing and price regulations. Approximately 50 million copies to be printed. One stuffer to be inserted with each War Ration Book III mailed.	OPA	In preparation
Filled-out application form for Ration Book III, showing how to use.	OPA	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Handbook on campaign directed at farmers urging compliance with rationing programs.	USDA, OWI and OPA	Being planned
Consumers' Guide Magazine - Newsletter Articles	FDA	June issue
"Every Town Has Its Own Price Ceilings"		
"Ceiling Prices Go Down" (Subsidy program.)		
"Canning Sugar"		
"This Motoring Problem"		
"Shoe News"		
"New Points on Points"		
"Correction on Coffee"		
"War - the Standard Setter" (Rayon hose order)		
"Consumers' Calendar" (Ration dates.)		
<u>FIELD</u>		
Statement on pressure cooker rationing.	AAA	Cleared - sent
Explanation of the mechanics of this program, to be sent to all OPA local War Price and Ration Boards, to prevent confusion at local level. Copies of this statement will also be sent to County War Boards for their information.	Durham	to OPA for processing
Statement interpreting amendment to meat rationing regulation which permits use of custom slaughter facilities by farmers without surrender of ration stamp.	BAE & ES Ken Warner	Sent May 18
Statement explaining custom processing amendment to meat ration order.	ES & AAA	Being mailed May 19
Statements explaining change in procedure for obtaining sugar for home canning. These were sent to all staffs which had received previous instructions.	ES, AAA, PSA	Mailed
Explanation for farm women on "How to Sell Home-Canned Foods under Rationing Regulations."	OPA	In preparation
Statement to farm slaughters that they have been authorized by amendment to meat grading regulations to grade meat from animals they slaughter.	OPA	In preparation
<u>FARM SUPPLIES AND TRANSPORTATION CAMPAIGN</u>		
Information kits on machinery, farm supplies and transportation for local use	Lewis	In preparation
Fertilizer situation	Lewis	In clearance
Conservation of farm rope and twine	Lewis	In clearance

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Background piece on substitutes for wood and insulation materials.	Seth Thompson, AAA	In preparation
Background piece on pressure cookers.	Seth Thompson	In preparation
WFO article on care and share of farm machinery.	Lewis	Completed
WFO article on farm transportation	Lewis	Completed
Allocation of ammonium nitrate to Southern and Northeast States.	Lewis	Released May 19
Fertilizer for fall-sown grains	Lewis	In clearance
Background piece on home canning supplies for Chilean Nitrate Educational Bureau	Lewis	Completed

OVERALL FOOD CAMPAIGN

Why Food Orders	FDA	Finished
Cheese and butter statement	FDA	"
Fats and oils statement	FDA	"
Ice Cream statement	FDA	"
Cream statement	FDA	"
Milk statement	FDA	"
Fresh vegetables statement	FDA	"
Eggs statement	FDA	"
Meat statement	FDA	"
Canned food statement	FDA	In preparation
Bread statement	FDA	"
Poultry statement	FDA	"
Statement on revoking slaughter quota increases	FDA	"
Handbook on Food campaign	OWI, USDA, OPA	"
Posters to follow up on RAE National Food	OWI, USDA, OPA	"

PRODUCTION GOALS CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Campaigns story-illustrated feature.	Beckman	In preparation for Christian Science Monitor
"America's Bread Basket" illustrated feature.	Hall, AAA	In preparation for Kansas City Star
Honey Production - feature	Hill, AAA	In preparation for WNU
Food Production story.	Mrs. Beckman	In preparation - WNU
Vegetable price, info. background	Stewart, AAA	In preparation
Press release, price supports for Hay needs.	Hill, AAA	In clearance
Picture stories On vegetable production.	Page & Beckman	In preparation
Display card for food production campaign.	Radford, SCS	In preparation
Egg production posters.	Sill, AAA	In preparation
Full photo page -- hog production.	Beckman	Near Completion for AF
Converting wheat into meat.	Burch, ARA	In clearance
Save pigs, save feed	ARA (Burch)	In clearance
Hybrid beef cattle for the South	ARA (Burch)	In clearance
Chick cannibalism	ARA (Burch)	In preparation
Controlling cattle liver flukes	ARA (Burch)	In clearance
Poultry Conservation Campaign (timely recommendations)	ARA (Burch)	In preparation
Improving poultry through National Poultry Improvement Plan -- revised MP 317	ARA (Zumbro)	June 15
Grass seed production --- AWI leaflet	ARA	In preparation
Cottonseed oil production --- AWI leaflet	ARA	In preparation
Protecting potatoes from late blight --- AWI leaflet.	ARA	In Office of Info.
Poultry conservation campaign	ARA, Burch	3 items cleared 2 items in prep.
Equine sleeping sickness	ARA, Burch	In preparation
Victory cockerel campaign	ARA, Burch	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Early July is the deadline for fighting peanut diseases.	ARA (Gapen)	In clearance
Peanut bulletin stresses proper harvest for best returns.	ARA (Gapen)	In clearance
New fiber flax bulletin helps growers of war crop.	ARA (Gapen)	In Press Service
Care and use of rope discussed in new bulletin.	ARA (Gapen)	In preparation
Background piece on WFA plans for control of corn movement.	Geo. Snell, FDA	In clearance
<u>RADIO</u>		
<u>Farm and Home Hour</u>		
Lee Marshall, WFA - "Supplies Used in Producing Food" - May 18		May 18
Wallace Kadderly, "Feeding Livestock - 1943 Style" May 19.	Burch, ARA	May 28
Ruth Van Deman and Wallace Kadderly "Poultry Conservation" -- May 21		May 21
"Reducing Turkey Losses" --Wallace Kadderly May 28	Burch, ARA	In preparation
<u>Feeding Livestock</u>		
<u>Bulletin Board Items (Farm and Home)</u>		
Flaxseed)	Stewart, AAA	Cleared
Soybeans)		
<u>Farm Flashes</u>		
Laying House Program (2)	Burch, ABA	In preparation
Summer Milk Supply	Reynolds, OI	In preparation
Dairy Hay Budget	Reynolds	In preparation
Dairy Silage Quota	"	" "
Conditioning for Freshening Cows	"	" "
Balanced Feed Rations	"	" "
Good Roughage Feed	"	" "
Supplemental Pasture	"	" "
Less Milk for Calves	"	" "
More Vegetable Seed	"	" "
Substitutes for dried skim milk in feeding poultry	ARA (Burch)	In preparation
<u>"This is Official" (Blue Net)</u>		
May 23 by Chester Davis	Kadderly	In preparation
Diseases of sheep and goats	ARA, BAI	In preparation
Effect of progeny testing on swine improvement	ARA, BAI	In preparation

Subject	Assigned	Status
Fundamentals of animal breeding	ARA, BAI	In preparation
Side placement of fertilizer.	ARA, Capen	In preparation
Her War Work - description of new portable exhibit (release)	Burch, ARA	In preparation

VICTORY GARDENS AND HOME FOOD PRES. RATION CAMPAIGN

Radio

Victory Garden Program (NBC) - "Needs vs. Vegetables"	Hemphill Moore	In preparation for May 24
Washington Reports on Rationing (NBC) "Do's and Don'ts"	Hemphill Moore	In preparation for May 23
Garden Gate - "Insects in the Garden"	Pitt W.H. White	In preparation for May 29
Farm & Home Hour - "Sugar in Canning"	VanDeman	Released May 13
Glass Jar Salvage	VanDeman	For release May 20
<u>Homemakers' Chat</u>		
Preserving Early Crops by Freezing	Wharton	Released May 17
Victory Garden Questions	Douglass	Released May 18
Saving containers	Martin	For release May 19
Questions and Answers	Wharton	For release May 20
Preserving Vegetables in Brine	Douglass	For release May 24
Regulations on selling home-canned fruits	Bailey	For release May 25

Press

Background statement to Extension editors	Lloyd	In preparation
8 stories on Home Food Preservation to WHU	VanDeman Davis Zahniser	Delivered
4 stories on Victory Gardens for NEA	Pitt	Delivered

NUTRITION & FOOD CONSERVATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
"Food is a Tool of Production" by Dr. Henry Sebrell in Mill & Factory.	Perry	May 1943
"Food - a Tool of Victory," by Dr. Robert Goodhart in Mining Congress Journal.	Perry	May 1943
Nutrition Briefs for "Your Home Front Reporter," Owens-Illinois program. To be weekly service.	Fairfield	Finished
Rolling pantry type of inplant feeding service - place names & suggestions supplied to CLICK.	Nichols	Finished
Feature for AP - Nutrition in the Army.	Fairfield	Finished
WNU story on Nutrition Wheel.	Solomon	Finished
WNU story on local Nutrition Committees.	Van Horn	Finished
Nutrition emphasis on Food Supply Notes for Consumer Guide News Letter.	Nichols	Finished-June
Food Waste, physical & hidden, facts to Betty MacDonald, NEA	Nichols	Finished
Nutrition notes to OWI Radio, Weekly Service.	Fairfield	Finished
Nutrition and supply script for new UP Program - to be daily service.	Rodgers	Planned
"Measuring Nutrition by the Slice" and briefers items on nutrition & canning - Consumer Guide News Letter.	Solomon Fairfield	June Issue
Homemakers Chat - "Enriched Bread for Wartime."	Martin	In Preparation
May 25 - "Vitamins the Vegetable Way."	Van Deman	In Preparation

ANTI-BLACK MARKETS CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Feature article to bring out the evils of black markets.	Jim Miller, FDA	In preparation for WNU
Secretary's Annual Report will mention black markets.	Rowell	In preparation
Considerable work has been done during the past week to expand the presentation of the theatrical production "It's Up to You." Through the Skouras organization, this show and accompanying movie will get country-wide coverage.		

FARM LABOR CAMPAIGN

PRESS

Press statement on Farm and Canning plant wages	Fulghum	Pending
Story on Crop Corps for WNU	Purdue	

RADIO

May 23 - Women's Land Army by Florence Hall, in Washington Reports on Rationing with Ernest Lindley, NBC.	Bailey	In preparation
May 24 - Farm and Home Hour, talk by Dr. Larry Vaughn, Ext. "The Workers are Willing"	Fulghum	In preparation
May 24 - Florence Hall interviewed by Alice Hughes on WMCA, New York	Bailey	In preparation
Personality Sketch on Florence Hall on Robert St. John's program.	Bailey	Pending

PRINTED - MIMEOGRAPHED MATERIAL:

See last week's roundup for pending material

VISUAL

Recruiting movie for high schools	Wall	Finished
Documentary film on city youth on farm, script by Dorothy Thompson, being financed by combined State Extension Services	Bennett	In preparation
Mats for State Extension Editor use on insignia, uniform, certificates	Bennett	In preparation
Poster, WLA recruiting	Sill	Color copy approved

MAGAZINES

Message by Adm. Davis for June Extension Service Review	Flood	In preparation
"Facts About Food and Farm Labor" by Jesse Tapp for CALIFORNIA C of C Magazine	Meyer	Mailed
Article on Women's Land Army for Poultry Tribune	Bailey	In preparation

